

A Decade of Political Marketing Research (2014-2024): A Bibliometric Analysis of Trends, Themes and Impact

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Abstract

This paper explores global trends in political marketing over the last decade, focusing on developments from 2014 to 2024. Political marketing has increasingly become an integral part of how political entities engage with the public, shape narratives, and influence electoral outcomes. Using data from 1,129 documents sourced from the Scopus database, this research employs R for data analysis to uncover key strategies and trends that have emerged in political marketing. The analysis centers around the keywords "Elections," "Political Marketing," and "Political Communication," capturing the breadth of research conducted globally over this period. This study examines how political marketing techniques, initially borrowed from commercial marketing practices, have evolved and adapted to the unique challenges of engaging a diverse and dynamic electorate.

Through an in-depth review of relevant literature, this paper identifies several major shifts that have transformed political marketing on a global scale. One prominent trend is the growing sophistication of digital marketing techniques in political campaigns. With the rise of social media platforms and advanced data analytics, political entities now have unprecedented access to tools that allow for highly targeted and personalized communication. This evolution has been particularly impactful in shaping voter engagement, as political entities can now communicate with distinct voter segments in ways that were previously unattainable. Additionally, this research highlights how digital platforms have redefined traditional boundaries in political communication, making it easier for political entities to bypass traditional media channels and engage directly with audiences. This shift has implications not only for how political messages are crafted and disseminated but also for how public opinion is influenced and mobilized.

Furthermore, the findings indicate an increasing reliance on data-driven decision-making in political marketing. Advanced analytics enable political marketers to monitor real-time feedback from voters, adapt messaging strategies, and optimize communication to maximize impact. This trend underscores the importance of "Political Communication" as a keyword in this analysis, as it captures the ways in which political entities leverage data to shape perceptions and establish narratives that resonate with their audiences. In this context,

political communication is not just about conveying messages but about building and sustaining trust, especially in an era where public scrutiny of political messaging has intensified.

This study also explores the role of elections as key events that drive innovation and experimentation in political marketing. With each election cycle, political entities develop and test new approaches to voter engagement, often adopting technologies and tactics from other industries to meet their objectives. The keyword "Elections" is central to understanding these developments, as it reflects the cyclical nature of political marketing innovation. Elections provide both the impetus and the opportunity for political entities to refine their strategies and stay relevant in a constantly changing media landscape.

Keywords: *Political Marketing, Political Communication, Elections, Bibliometric Analysis, R Studio, Scopus database*

Introduction

Political marketing has emerged as a critical field of study at the intersection of marketing and political science, focusing on the strategies employed by political entities to influence public opinion, mobilize supporters, and enhance voter engagement. With the rise of digital media and data-driven campaigning, political marketing has evolved significantly, incorporating advanced analytics and psychological tactics(O'shaughnessy, 2001). However, while the practical applications of political marketing are well documented, academic research in this field has grown sporadically over the years, often fragmented across disciplines and regions. (Kjellberg & Helgesson, 2010)

To understand the intellectual evolution of political marketing as a research area, a bibliometric analysis is essential. This method enables a systematic examination of scholarly outputs, identifying key contributors, trends, and gaps(Banu et al., n.d.). By analyzing metadata such as citations, authorship, and keywords, this study seeks to uncover the intellectual structure of political marketing and its trajectory over time. The outcomes will offer researchers and practitioners a roadmap for advancing the field.

Political marketing involves the application of marketing techniques by political parties during electoral campaigns, aiming to enhance their understanding of voter behavior and improve campaign effectiveness. This approach shifts the focus from traditional political strategies to a more voter-oriented perspective, emphasizing the importance of identifying and satisfying voter needs and preferences. By integrating marketing principles, political parties can create a more responsive and engaging relationship with the electorate, ultimately leading to better electoral outcomes. (O'cass, n.d.)

The marketing concept serves as a foundational framework for this analysis, highlighting the necessity for political parties to adopt a customer-centered orientation rather than an organization-centered one. This shift is crucial for effectively integrating marketing into political operations, as it encourages parties to prioritize voter concerns and adapt their strategies accordingly. This paper seeks to address this gap by examining the marketing orientation of a major political party in Australia. It explores the party's understanding of the marketing concept, its attitudes toward marketing practices, and the applicability of marketing strategies in the political context. (O'Cass, 2001)

The political marketing process encompasses several key elements, including the analysis of the political environment, the development of a strategic mix (often referred to as the "4Ps" of marketing: product, promotion, place, and price), and the execution of campaigns aimed at securing votes. This

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approach underscores the necessity for political entities to engage in thorough market research and environmental analysis to tailor their messages and strategies effectively. By understanding voter preferences and the competitive landscape, political marketers can craft compelling narratives and campaigns that resonate with the electorate, ultimately aiming to achieve organizational goals and electoral success. (Wring, 1997)

Political marketing, a strategic domain that amalgamates political science with marketing principles, has garnered significant attention over the past decade. It encompasses the application of marketing techniques and concepts to promote political ideas, parties, and candidates, aiming to influence voter behavior and shape political discourse. This evolving field is crucial in understanding how politicians craft their messages, how voters perceive them, and how electoral outcomes are influenced by sophisticated marketing tactics (Lees-Marshment, 2020) of digital platforms and social media has transformed political marketing, leading to the proliferation of data-driven campaigns and micro-targeting strategies. These innovations have reshaped traditional political communication, making the study of political marketing essential for comprehending contemporary electoral strategies (Kruikemeier, 2014). As a bibliometric analysis, a method that applies quantitative analysis to academic literature has become a valuable tool to map the scholarly landscape, identify research trends, and highlight influential studies in the field (Prakash & Dwivedi, 2022).

The period 2024 has been particularly significant for political marketing, as global events like Brexit, the U.S. elections, and various national political movements have underscored the increasing importance of digital campaigns, branding, and voter engagement through new media channels (Stier et al., 2018). Scholars have been increasing on the impact of these dynamics, examining how political actors employ marketing strategies to build trust, manage crises, and engage in narrative-building to achieve electoral success (Lilleker & Jackson, 2021).

In addition, ethical marketing, especially in the digital age, has gained prominence in scholarly discussions. Issues like misinformation, fake news, and data privacy have raised concerns about the ethical boundaries of political marketing practices (Farkas & Schou, 2019). Consequently, recent research has delved ethical challenges are navigated by political marketers and how they affect public trust in political institutions (Chadwick & Stromer-Galley, 2016)

This bibliometric analysis aims to explore the political marketing research from 2014 to 2024, providing a comprehensive overview of the academic landscape. The study will identify key authors, influential publications, trending research topics, and the evolution of methodologies within the field (Hampton et al., 2017). By doing so, it seeks to highlight interdisciplinary marketing, drawing insights from political science, communication studies, and digital media research (Enli, 2017)

This analysis is timely given the rapid technological advancements shift towards more sophisticated political marketing practices. The findings aim to contribute to a deeper understanding of how political marketing has evolved and to identify areas for future research, particularly in the context of the digital transformation and its implications for democratic processes (Santekellur et al., 2014).

Study Objectives

1. Investigate how political marketing research has evolved over time by analyzing trends in publication growth and identifying significant periods of scholarly activity.
2. Identify the most influential authors, leading journals, and prominent institutions that have played a pivotal role in shaping the field of political marketing.
3. Analyze patterns of global and regional collaboration among researchers and institutions, highlighting the interconnected networks within political marketing research.

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4. Assess the most cited studies to understand their contributions to the theoretical development and practical application of political marketing.
5. Highlight underexplored topics in political marketing and suggest areas where future research could contribute to the advancement of the field.

Literature Review

Over the last decade, political marketing has undergone significant transformations, reflecting shifts in digital communication, voter behavior, and political campaign strategies. Researchers have increasingly focused on the intersection of political communication and marketing tools, with emphasis on how digital platforms influence voter engagement and perceptions. In a comprehensive study, (Ausat, 2023) explored the role of social media in political campaigns, highlighting that platforms like Facebook and Twitter are pivotal in shaping political narratives. However, the study noted a gap in understanding the long-term influence of digital campaigns beyond election cycles. Similarly, (Aagaard & Marthedal, 2023) analyzed political advertising strategies, finding that micro-targeting significantly affects voter decision-making. Despite these insights, the research lacks an in-depth analysis of how ethical considerations impact the effectiveness of these strategies. Additionally, (Santiago, 2024) investigated the effectiveness of traditional media versus digital media, suggesting a decline in traditional political advertising. This work, however, calls for further exploration of hybrid media models that combine traditional and digital elements.

The paper explores the integration of marketing concepts into political science, emphasizing their relevance in election campaigns. The study traces the theoretical evolution of political marketing, drawing from seminal contributions by Kotler and Levy, Kelley, and others who highlighted its potential as a strategic framework for political organizations. Wring underscores the concept of political marketing as an exchange process, where parties offer policies and leadership in return for voter support. The paper critiques simplistic interpretations of marketing, advocating for a nuanced approach that balances voter focus with organizational objectives. Drawing parallels between commercial and political markets, Wring integrates theories such as the marketing mix and segmentation, emphasizing their applicability to electoral strategies like targeting swing voters and leveraging leader and party image. (Wring, 1997)

The paper explores the theoretical underpinnings of the marketing concept, which emphasizes aligning organizational activities to meet customer needs, and evaluates its applicability in the political domain. Drawing on qualitative interviews and quantitative surveys, the study uncovers a significant gap in the understanding and implementation of this concept among political decision-makers. While marketing principles offer a framework for aligning political campaigns with voter expectations, their integration is often hindered by internal conflicts, short-term political goals, and resistance to shifting from traditional practices. The research highlights the need to redefine marketing principles to make them relevant and effective within a political context. The findings also reveal a lack of market orientation within the political party, marked by insufficient voter research, minimal dissemination of insights, and weak responsiveness to voter needs. The current selling-oriented approach focuses on promoting pre-developed policies rather than addressing the evolving preferences of voters. This results in a fragmented strategy that undermines voter trust and long-term loyalty. (O'cass, n.d.)

The growing focus on voter segmentation and targeted communication is another dominant trend in recent political marketing literature. (Dommett, 2019) examined the role of data analytics in political campaigning, emphasizing the shift towards data-driven strategies. Despite their findings, there is a gap in understanding the implications of data privacy regulations on political campaigns. (Jones et al., 2013) studied the effectiveness of emotional appeals in political marketing, demonstrating that

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emotional content increases voter engagement. However, they recommended further research on how different demographic groups respond to various emotional appeals. In line with this, (Riedl et al., 2021) highlighted the rise of influencer marketing in political contexts, noting that influencers play a critical role in voter mobilization. Nevertheless, the study did not explore the long-term credibility and trust issues associated with influencers' involvement in politics. (Luebke & Engelmann, 2022) also addressed the challenge of maintaining authenticity in political messaging, yet their research only briefly touched on the impact of misinformation and disinformation. A notable area of inquiry in recent political marketing literature involves the dynamics of voter loyalty and the role of brand politics. examined the concept of political branding, arguing that strong political brands contribute to voter loyalty. However, they identified a need to explore how political brands evolve over multiple election cycles. explored the influence of cultural values on political brand preferences, pointing out that further work is needed to assess cross-cultural differences in political branding. (Gasana, 2024) discussed the impact of crisis communication on political brand reputation, yet their study did not address how crisis communication strategies differ across political systems. In the context of digital transformations, (Davydova et al., 2023) studied the impact of artificial intelligence (AI) in political campaigns, noting AI's potential to revolutionize voter outreach. However, they recommended a deeper investigation into the ethical concerns associated with AI-driven political strategies. Similarly, (Weber et al., 2022) researched the integration of virtual reality in political marketing, identifying it as a potential tool for immersive voter experiences, but acknowledged a lack of empirical data on its effectiveness in different political contexts.

This study uses bibliometric analysis, which is expressed by (White & McCain, 1998) is a quantitative methodology for analyzing scholarly literature utilizing bibliometric data to give the description, assessment, and checking of the distributed published research in a specific field of study. The utilization of bibliometrics has been extended out to all disciplines; bibliometric analysis is grounds that involves a few stages that utilize various and different examinations and planning programming apparatuses, which are often accessible just under business licenses. Bibliometrix is based on R (an open-source statical language) and is intended to help the analysts lead computerized science planning (Banu et al., n.d.). The bibliometric study helps researchers with a predictable and normalized set of quantitative pointers, which aid qualitative inferences and new insights (Aria & Cuccurullo, 2017). Bibliometrics is profoundly adaptable and can be incorporated with other R bundles to help statistical activities.

Methodology

The articles used in this study were reviewed through bibliometric analysis. Two bibliometric characteristics that can be noted are the construction of the bibliometric map and the graphic illustration of the plot (Donthu, N., Kumar, S., et al, 2021). The data consists of articles published on Political Marketing in the Scopus collections database between 2014 to 2024. Because 2024 is not yet complete, studies related to this year did not include data as suggested by the researchers. As this study is compatible with a bibliometric analysis system run through the R program, the Scopus Collections database was selected for data collection (Bornmann, L., & Leydesdorff, L., 2014). The R package program used in this bibliometric study is useful for quantitative research (Aria, M., & Cuccurullo, C., 2017). Using this database, 1129 studies were achieved by scanning the keywords "Political Marketing, Political Communication, Elections". The biblioshiny library was used to improve the interactive study of the findings and visualizing of them (Banu et al., n.d.). In analysis, the distribution of this research by year, the average number of citations, most published journals, most published authors, the value of citation bursts, scientific productivity of the countries, most cited sources, common citation network, and word cloud is examined (Zupic, I., & Čater, T., 2015). For

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analysis, data files were created from articles obtained from the Scopus Collection database according to the research criteria.

Results

Table 1 provides a comprehensive overview of a research dataset, spanning from 2014 to 2024. It highlights key metrics such as the number of documents, sources, and authors, as well as the annual growth rate of the dataset. The visualization also reveals insights into authorship patterns, including the prevalence of single-authored and co-authored documents, as well as the extent of international collaboration. Additionally, it provides information about the average age of documents, the number of references, and the citation impact of the research. By understanding these metrics, researchers can gain valuable insights into the trends and patterns within the field and identify areas for further exploration.

Table1: Overview of Political Marketing Scopus based bibliometric data

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2014:2024
Sources (Journals, Books, etc)	657
Documents	1129
Annual Growth Rate %	4.65
Document Average Age	4.58
Average citations per doc	13.15
References	62364
DOCUMENT CONTENTS	
Keywords Plus (ID)	1927
Author's Keywords (DE)	3973
AUTHORS	
Authors	2354
Authors of single-authored docs	416
AUTHORS COLLABORATION	
Single-authored docs	441
Co-Authors per Doc	2.21
International co-authorships %	16.03
DOCUMENT TYPES	
article	1129

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Figure 1 illustrates the annual scientific production of articles from 2014 to 2024. The data shows an overall upward trend, starting with fewer than 80 articles in 2014 and reaching a peak of over 130 articles in 2022. There are fluctuations observed, with noticeable dips in production around 2017 and a slight decline after 2022. Despite these variations, the general pattern highlights growth, particularly after 2018, which marked a consistent increase until the peak in 2022. The slight decline post-2022 suggests a need to investigate potential factors influencing this drop. Overall, the chart underscores the progressive growth in scientific contributions over the decade.

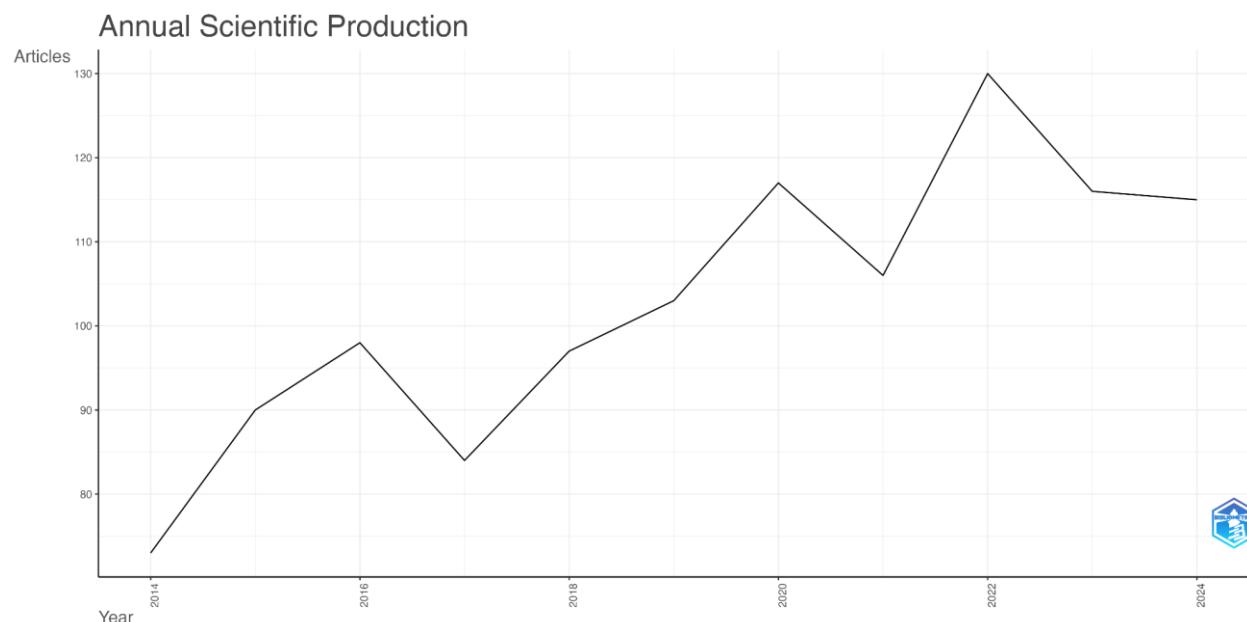


Figure 1 : Annual Scientific Production

Source : Bibliometrix

Figure 2 graph depicts the average citations per year from 2014 to 2024. It highlights fluctuations in citation rates, with an initial steady trend around 2 citations in 2014. There is a significant peak in 2017, reaching the highest average of over 3 citations per article, followed by a sharp decline by 2018. After stabilizing at a lower level around 2020, another rise is observed in 2021, but this is short-lived as citations decline consistently through 2024, nearing zero. This downward trend post-2021 might suggest either a decrease in the impact of the articles or a shift in focus within the field, requiring further exploration.

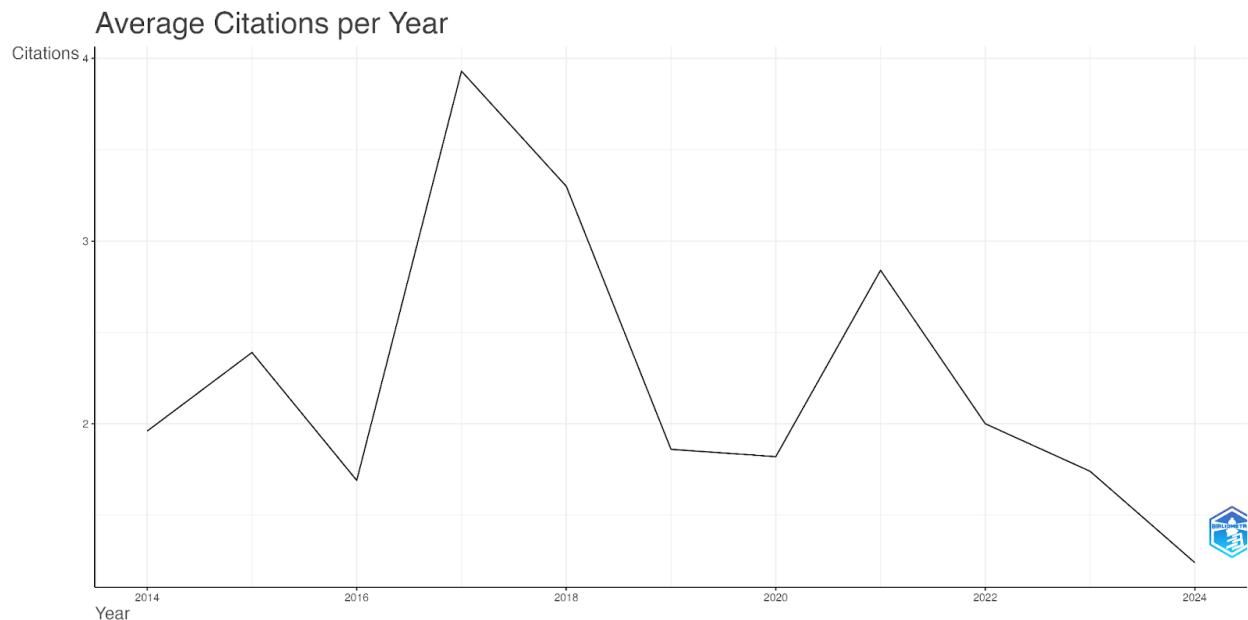


Figure 2 : Average Citations per year

Source : Bibliometrix

The visualization depicts a network diagram, representing the relationships between different authors, keywords, & sources. Each node represents an entity, and the edges connecting the nodes indicate the strength of their association.

From the visualization, we can observe that "political marketing" is a central theme, with multiple connections to other concepts. This suggests that "political marketing" is a core focus of the research represented in the dataset. The size of the nodes also reflects their importance, with larger nodes representing more frequently occurring or central entities.

The network reveals several clusters of related concepts. For example, terms like "social media," "marketing," and "political campaigns" form a cluster, indicating their strong associations. Similarly, concepts like "sustainability," "environment," and "tourism" are clustered together. The presence of edges between these clusters suggests that there are connections between these different thematic areas within the dataset.

The visualization also highlights the prominence of specific authors and sources. Authors like "cwalina w" and "hall cm" appear to be well-connected, indicating their active contributions to the field. Journals like "Journal of Political Marketing" and "Sustainability (Switzerland)" are also central to the network, suggesting their significant influence in the domain.

Overall, the network diagram provides a visual representation of the relationships between different entities, highlighting the central themes, key authors, and influential sources. It allows us to understand the structure and complexity of the research landscape within the dataset.

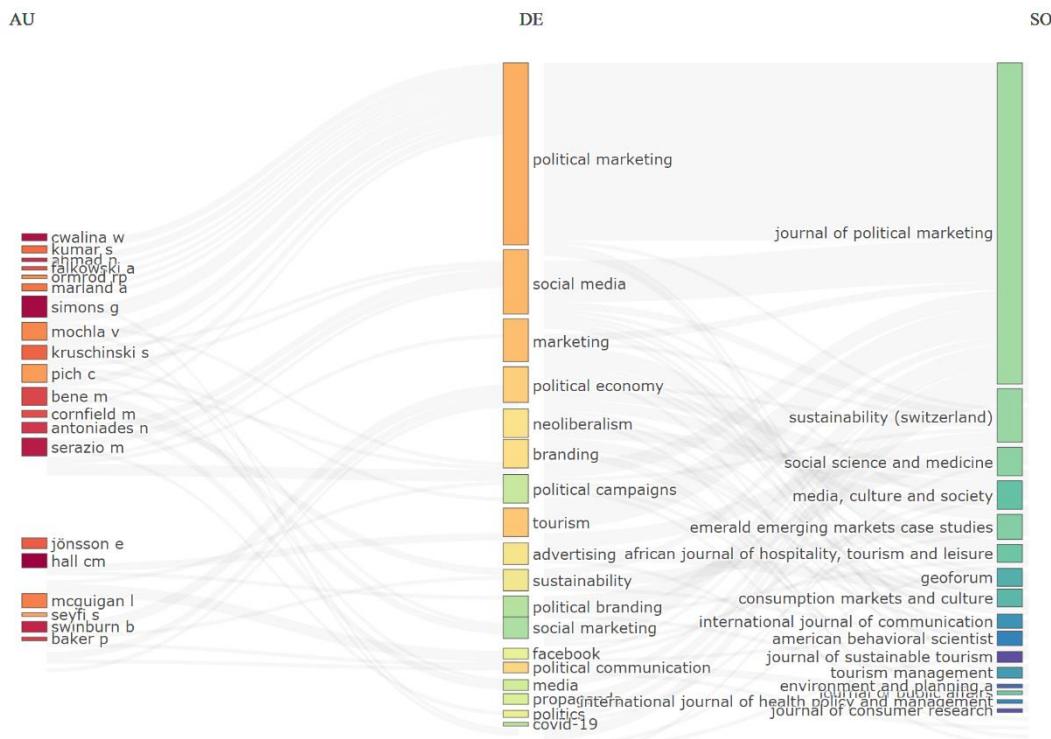


Figure 3 : Three Field Plot

Source : Bibliometrix

Figure 4 displays the most relevant sources based on the number of documents they contribute to the dataset. Each horizontal bar represents a source, and the dot on the bar indicates the number of documents associated with that source.

From the visualization, we can observe that "Journal of Political Marketing" is the most relevant source, contributing 101 documents to the dataset. Other sources with a significant number of documents include "Sustainability (Switzerland)" and "Social Science & Medicine". "Sources like "Journal of Business Ethics" and "Consumption Markets and Culture" have fewer documents associated with them, indicating a lower level of relevance in this dataset. This visualization provides an overview of the most relevant sources in the dataset, highlighting their contribution to the overall document count. It helps identify the primary sources of information and their relative importance in the analysis.

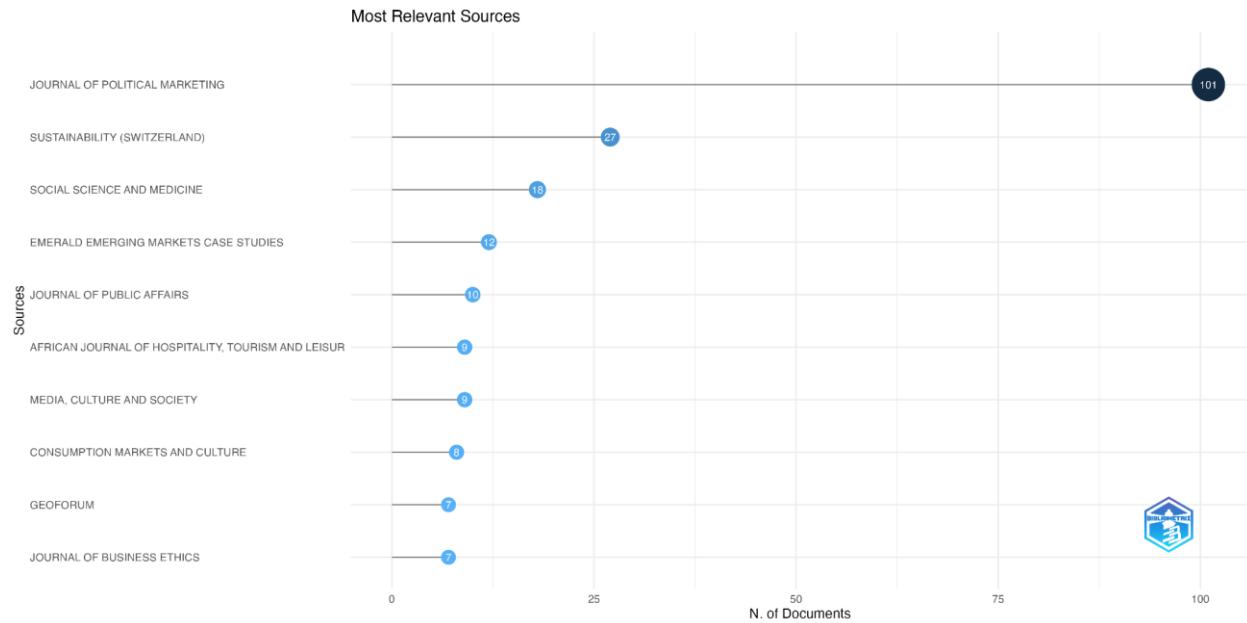


Figure 4 : Most Relevant Sources

Source : Bibliometrix

Figure 5 displays the local impact of various sources, measured by their H-index. The H-index is a metric that reflects both the productivity and citation impact of a source.

From the visualization, we can observe that "Journal of Political Marketing" has the highest H-index of 16, indicating that it has a significant local impact. Other sources with relatively high H-indices include "Social Science & Medicine" and "Sustainability (Switzerland)." Sources with lower H-indices, such as "International Journal of Health Policy and Management" and "Health and Place," have a lesser local impact. Overall, this visualization provides a quick overview of the relative local impact of different sources based on their H-index. It helps identify the most influential sources within the local research community.

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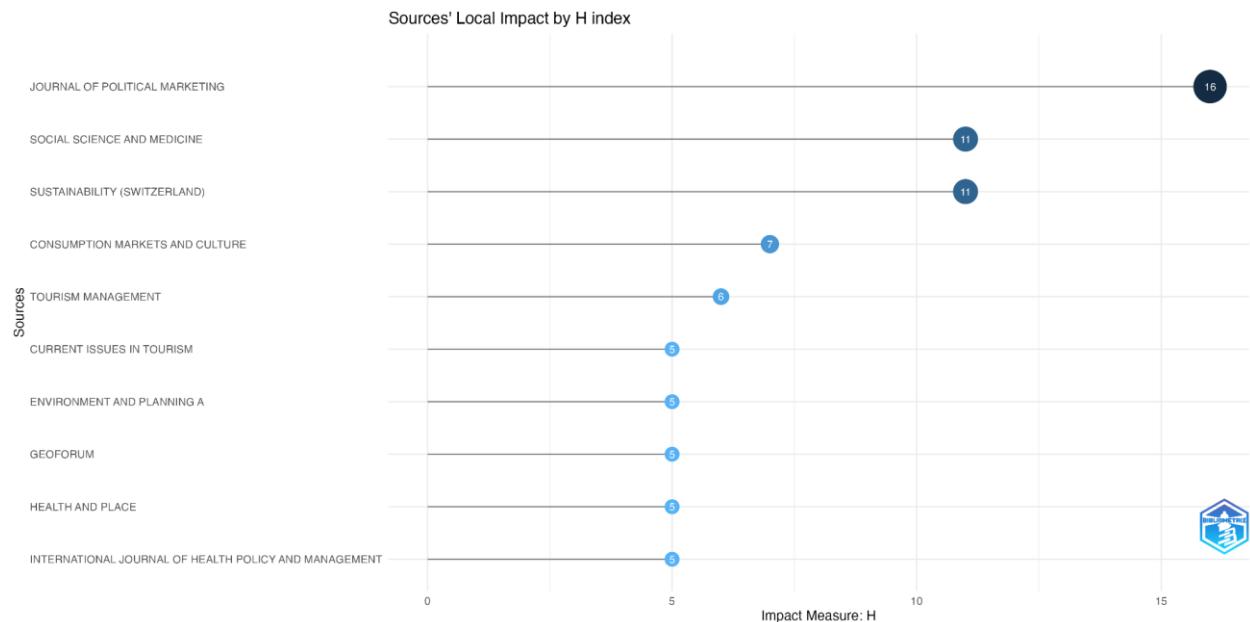


Figure 5 : Relevant Sources' Local Impact by H index

Source : Bibliometrix

The visualization displays the cumulative occurrences of articles published in different sources over time. Each line represents a source, and the y-axis indicates the cumulative number of occurrences. The x-axis represents the years from 2014 to 2024.

Overall, the visualization shows an upward trend for all sources, indicating a steady increase in the number of articles published over time. However, the rate of increase varies across different sources. The "Emerald Emerging Markets Case Studies" journal has the steepest upward slope, suggesting a rapid growth in its publication output. Other sources, such as "Journal of Political Marketing" and "Social Science & Medicine," also show significant growth, albeit at a slightly slower pace.

It's worth noting that the term "Journal of Public Affairs" has a more gradual increase in occurrences, while "Sustainability (Switzerland)" exhibits a steeper increase towards the end of the period. This suggests potential shifts in publication trends for these sources over time.

The visualization provides insights into the publishing trends of different sources within the dataset. It highlights the increasing number of articles published over the years and the varying growth rates across different sources.

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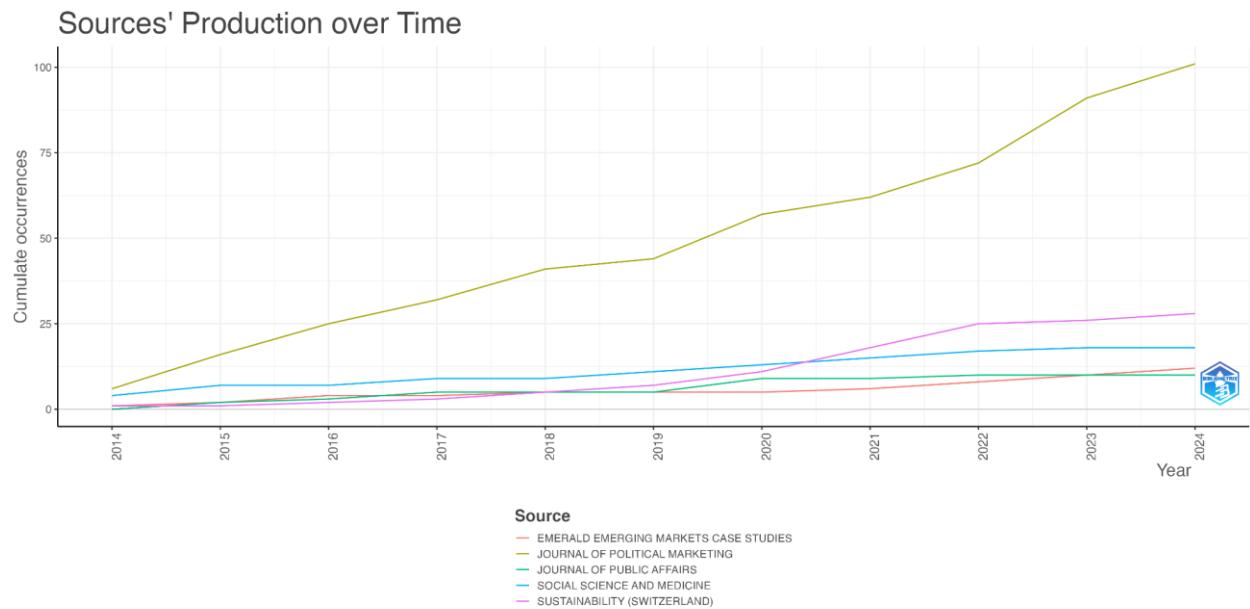


Figure 6: Sources' Production Over Time

Source : Bibliometrix

The visualization displays the most relevant authors based on the number of documents they have contributed to the dataset. Each horizontal bar represents an author, and the dot on the bar indicates the number of documents associated with that author.

From the visualization, we can observe that "HALL CM" is the most relevant author, contributing 6 documents to the dataset. Other authors with a significant number of documents include "SIMONS G" and "CWALINA W." Authors like "ANTONIADES N" and "BAKER P" have fewer documents associated with them, indicating a lower level of relevance in this dataset.

This visualization provides a quick overview of the most relevant authors in the dataset, highlighting their contribution to the overall document count. It helps identify the primary contributors to the research and their relative importance in the analysis.

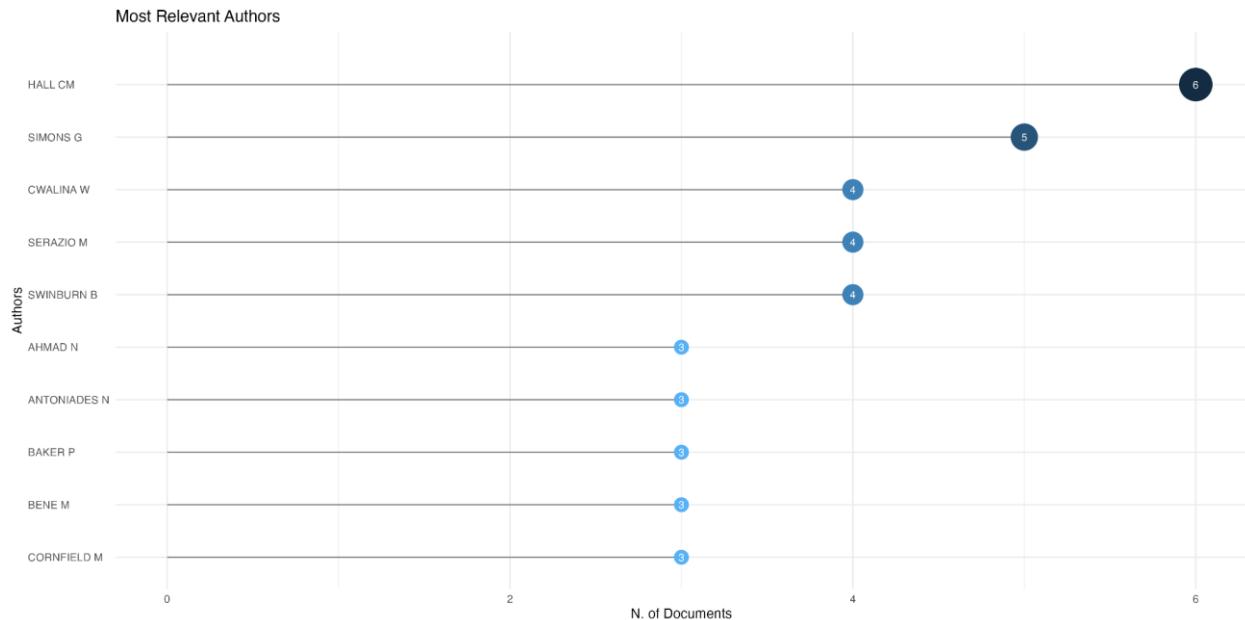


Figure 7: Most Relevant Authors

Source : Bibliometrix

Figure 8 depicts the publication history of different authors over a period. Each horizontal line represents an author, and the dots along the line indicate the years in which they published articles. The size of the dots corresponds to the number of articles published in that year.

The visualization shows that some authors have a more consistent publication record, with regular publications throughout the years. Others have periods of higher productivity followed by periods of lower activity. The size of the dots suggests that some authors tend to publish multiple articles in a single year, while others have a more spread-out publication pattern. Overall, the visualization provides a snapshot of the publication activity of different authors over time, allowing for comparisons of productivity and publication patterns.

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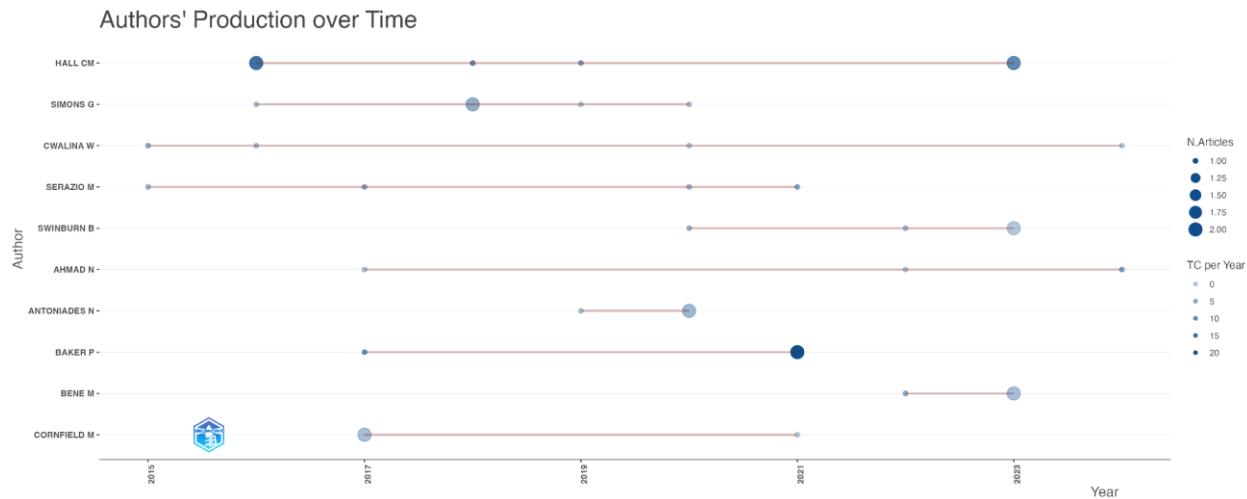


Figure 8: Authors' Production Over Time

Source : Bibliometrix

Figure 9 illustrates the local impact of authors based on their H-index. Hall CM and Simons G demonstrate the highest local impact, each achieving an H-index of 5. Serazio M follows with an H-index of 4, indicating significant but slightly lower scholarly influence. The remaining authors, including Antoniades N, Baker P, Falkowski A, Jönsson E, McGuigan L, Mochla V, and Tsourvakas G, have an H-index of 3, reflecting a consistent but moderate level of impact. This distribution highlights Hall CM and Simons G as the most influential contributors within this group, while other authors show comparable but less pronounced influence.

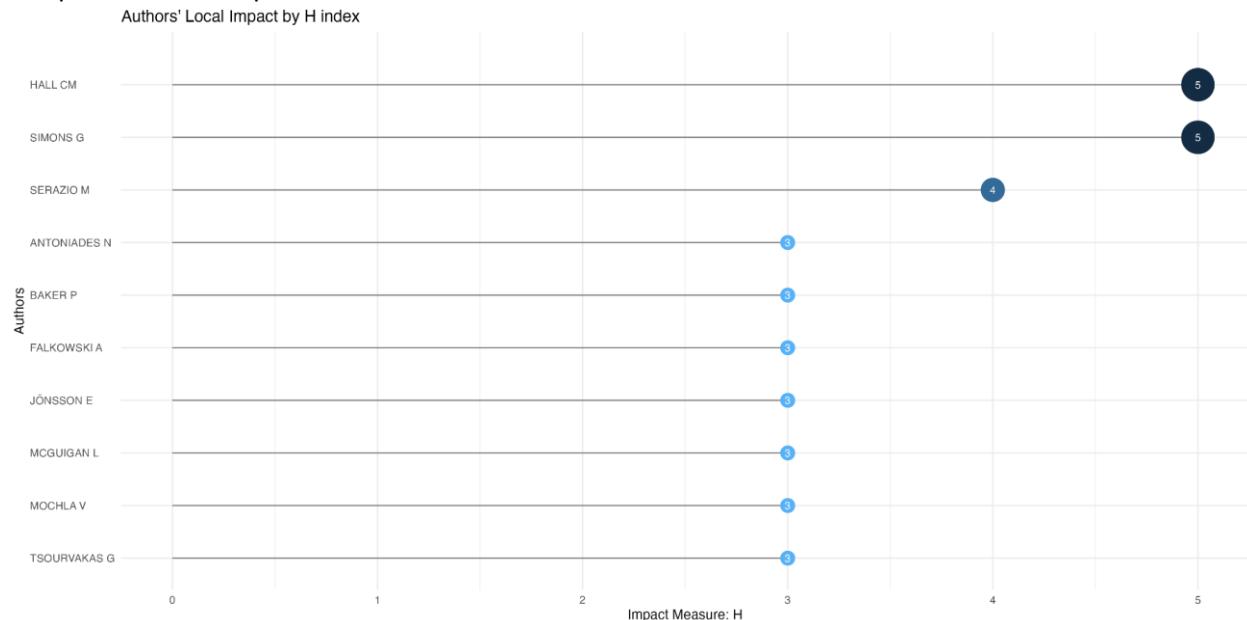


Figure 9: Authors' Local Impact by H Index

Source : Bibliometrix

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The visualization displays the top 10 most relevant affiliations, ranked by the number of articles associated with each affiliation. Each horizontal bar represents an affiliation, and the dot on the bar indicates the total number of articles published by researchers from that affiliation.

From the visualization, we can observe that "Deakin University" is the most relevant affiliation, with 19 articles associated with it. The other affiliations on the list also have a significant number of articles, ranging from 8 to 12. This suggests that these affiliations are actively involved in research in the field and have made substantial contributions to the literature. It does highlight their relative importance and productivity in terms of research output.

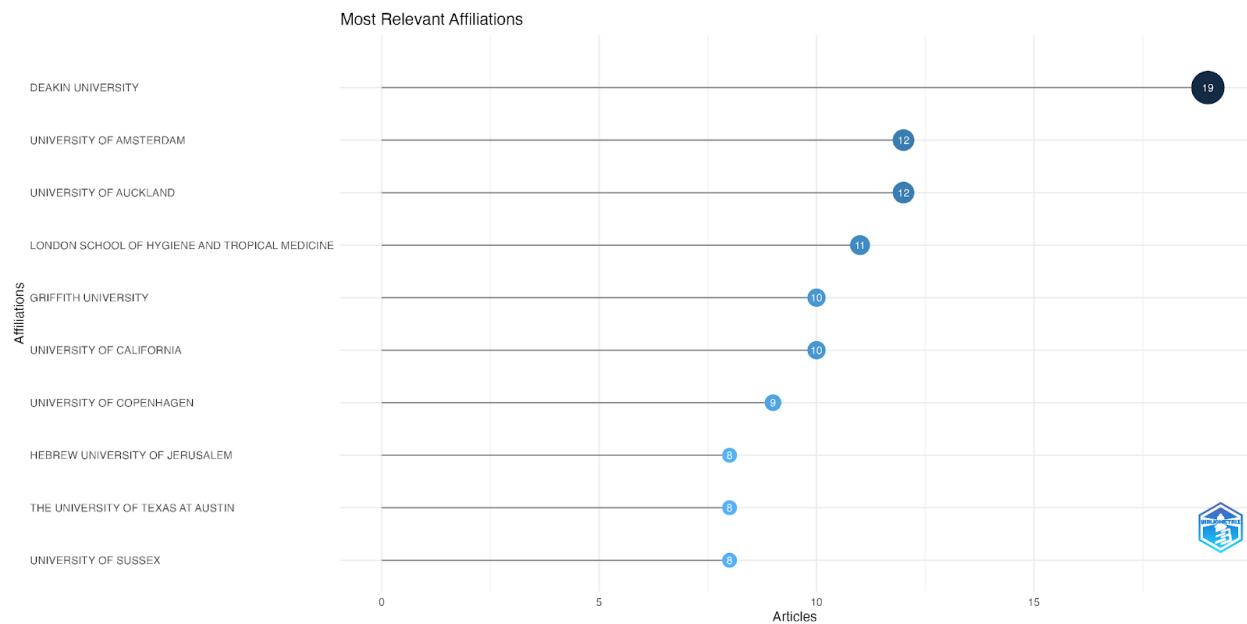


Figure 10: Most Relevant Affiliations

Source : Bibliometrix

Figure 11 displays the top 10 most globally cited documents, ranked by the number of citations. Each horizontal bar represents a document, and the dot on the bar indicates the total number of global citations. From the visualization, we can observe that the document "KHAMIS S, 2017, CELEBRITY ST" is the most cited with over 800 citations. The other documents on the list also have a significant number of citations, ranging from around 100 to 600. This suggests that these documents are considered highly influential and impactful in their respective fields. It does highlight their popularity and citation impact within the global research community.

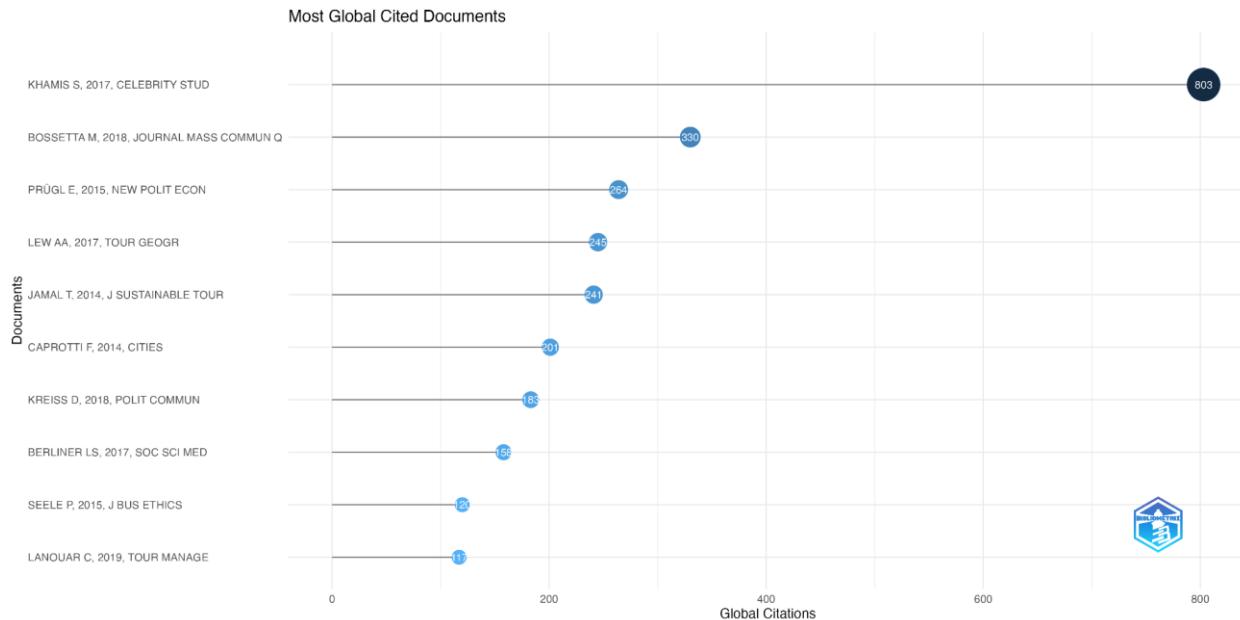


Figure 11: Most Global Cited Documents

Source : Bibliometrix

Figure 12 displays the top 10 most locally cited documents, ranked by the number of local citations. Each horizontal bar represents a document, and the dot on the bar indicates the total number of local citations. From the visualization, we can observe that the document "SPEED H, 2015, J POLIT MARK" is the most cited locally with 15 citations. The other documents on the list also have a significant number of citations, ranging from around 5 to 15. This suggests that these documents are considered highly influential and impactful within the local research community. It does highlight their popularity and citation impact within the local research community.

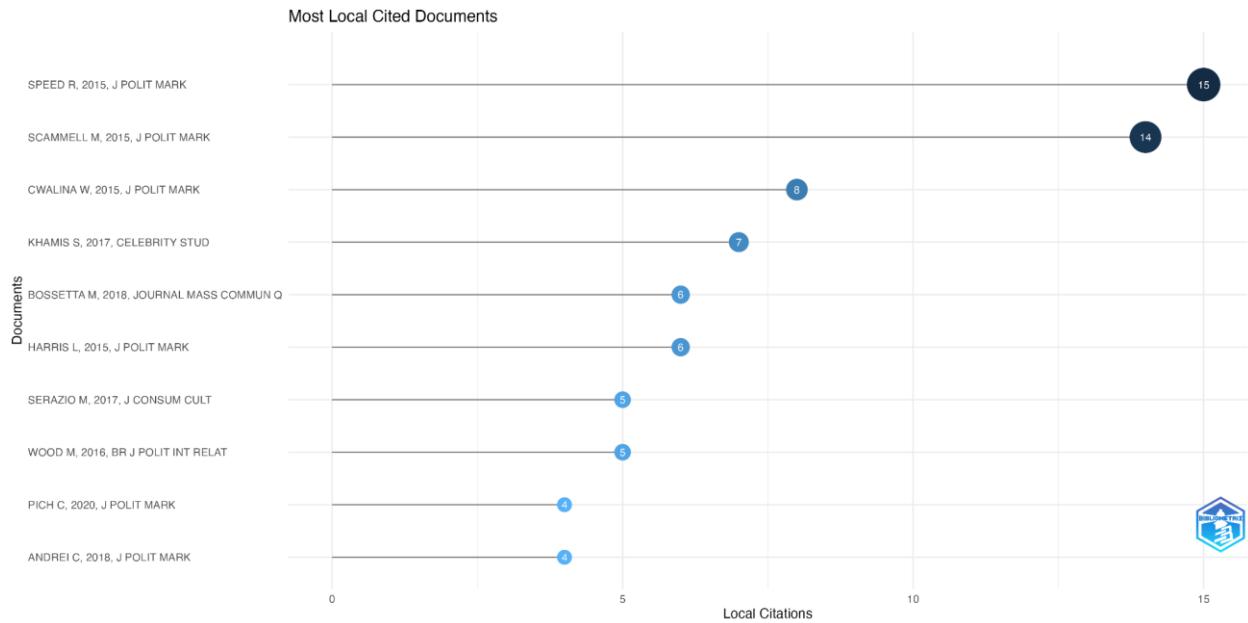


Figure 12: Most Local Cited Documents

Source : Bibliometrix

Figure 13 displays the most relevant words based on their occurrences in the dataset. Each horizontal bar represents a word, and the dot on the bar indicates the number of occurrences.

From the visualization, we can observe that "marketing" is the most frequently occurring word with 150 occurrences. Other words with high occurrences include "human," "united states," and "humans." "Words like "politics," "china," and "tourism destination" have lower occurrences but are still considered relevant based on the analysis.

This visualization provides an overview of the most relevant words in the dataset, highlighting their frequency and potential importance in understanding the underlying themes and topics.

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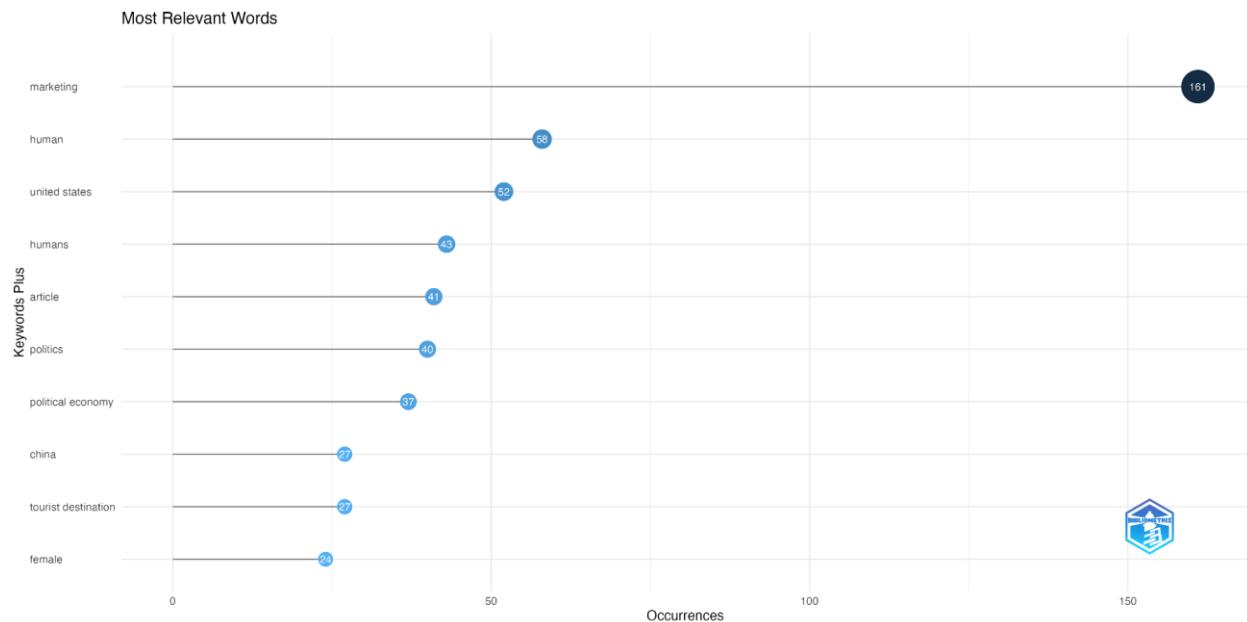


Figure 13: Most relevant words used

Source : Bibliometrix

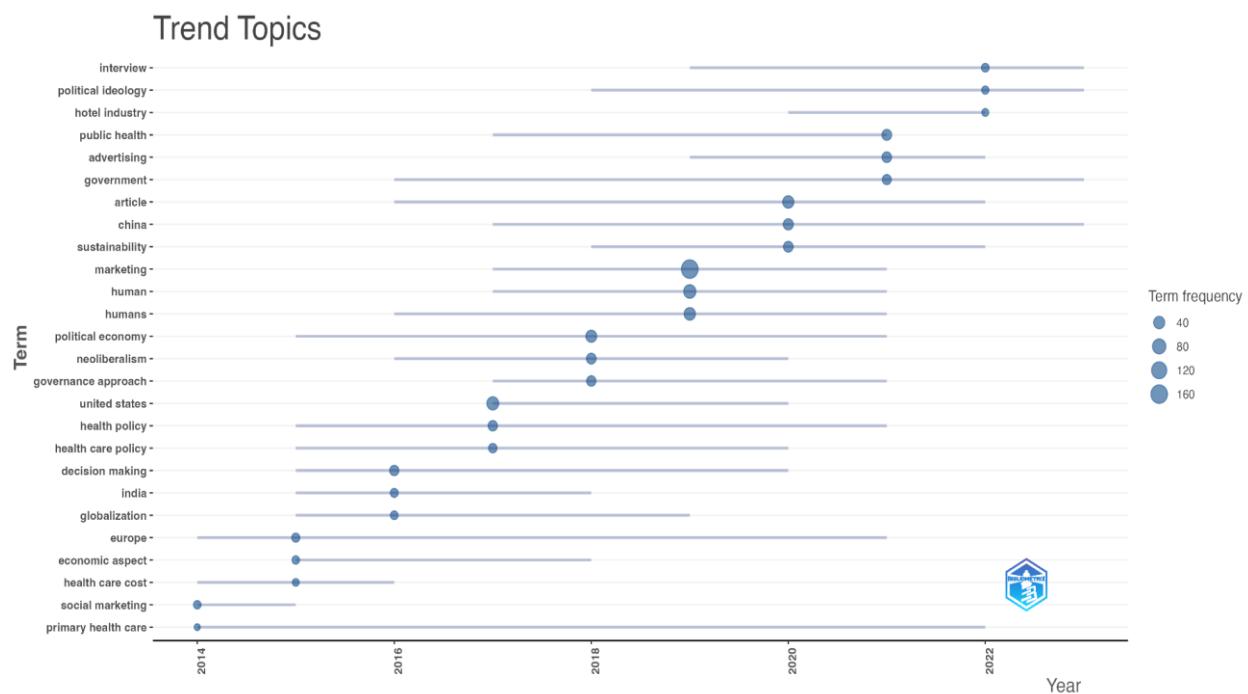
The word cloud primarily focuses on the concept of "marketing" and its surrounding themes. It highlights the diverse range of factors influencing marketing strategies, including political, social, and economic aspects. The presence of terms like "tourism," "sustainability," and "health policy" suggests a focus on the marketing of services and products related to these areas. Additionally, the inclusion of "decision making" and "consumption behavior" emphasizes the importance of understanding consumer psychology in marketing. Overall, the word cloud emphasizes the multifaceted nature of marketing and its relevance in various sectors.



Figure 14: WordCloud Analysis

Source : Bibliometrix

Figure 15 depicts a trend analysis of various topics over time. The horizontal bars represent different topics, and the dots along each bar indicate the frequency of mentions for that topic in a particular year. The size of the dots corresponds to the number of mentions. The visualization shows that the frequency of mentions for most topics has increased over the years, with some topics experiencing more significant growth than others. For example, terms like "health policy," "decision making," and "governance approach" have seen a notable increase in mentions. On the other hand, topics such as "china" and "economic aspect" have remained relatively stable or even declined in frequency. Overall, the visualization suggests an increasing interest and discussion around topics related to healthcare, policy, and governance over the years.


Figure 15: Trend Topics
Source : Bibliometrix

The co-occurrence network visualization illustrates the interconnected themes in marketing research, with "marketing" as the central node, linking various subfields. Prominent clusters reveal the diversity of topics: political marketing intersects with social media, democracy, and propaganda, emphasizing its role in shaping public opinion. Tourism emerges as a significant area, exploring destination branding, consumer behavior, and local governance. Health and governance topics, such as policymaking, healthcare delivery, and non-communicable diseases, also have notable connections within the network. The visualization highlights the multidisciplinary nature of marketing, showcasing its integration with fields like politics, economics, ethics, and social media, reflecting the evolving

priorities in research and practice.

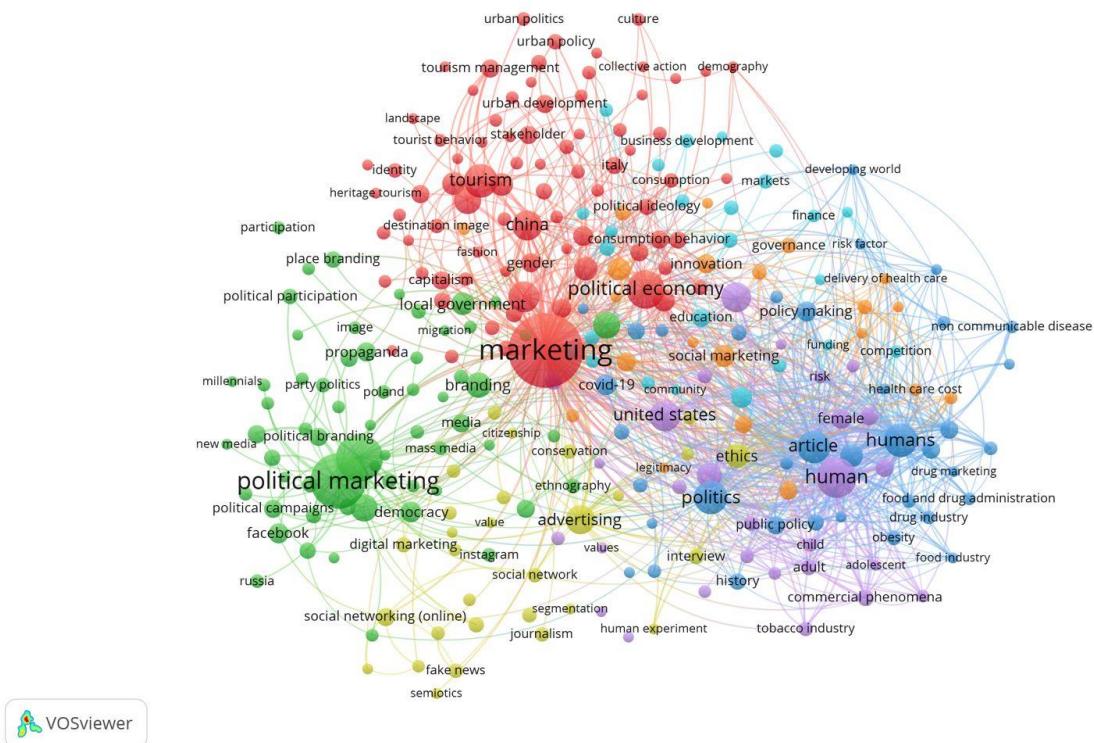


Figure 16: Co Occurrence Network

Source : VOSviewer

The thematic map visualizes the clustering of research themes based on their centrality (relevance) and density (development level).

Basic Themes (lower-right quadrant) : These themes, such as *marketing*, *political economy*, and the *United States*, are highly relevant (central) but less developed, indicating their foundational role in the research domain. These topics form the core knowledge areas but require further exploration for deeper insights.

Niche Themes (upper-left quadrant) : Themes like *human* and *humans* are well-developed but less central, suggesting they are specialized areas that may not directly influence broader research but have depth within their subfields.

Emerging or Declining Themes (lower-left quadrant) : Topics such as *tourist destination*, *sustainability*, and *tourism development* have low centrality and density, indicating they may be emerging areas of interest or topics whose importance is waning in this research field.

Motor Themes (upper-right quadrant) : No themes are present in this quadrant, implying the absence of topics that are both well-developed and central drivers of the field.

This analysis suggests a strong focus on foundational topics, while niche and emerging themes present opportunities for future research.

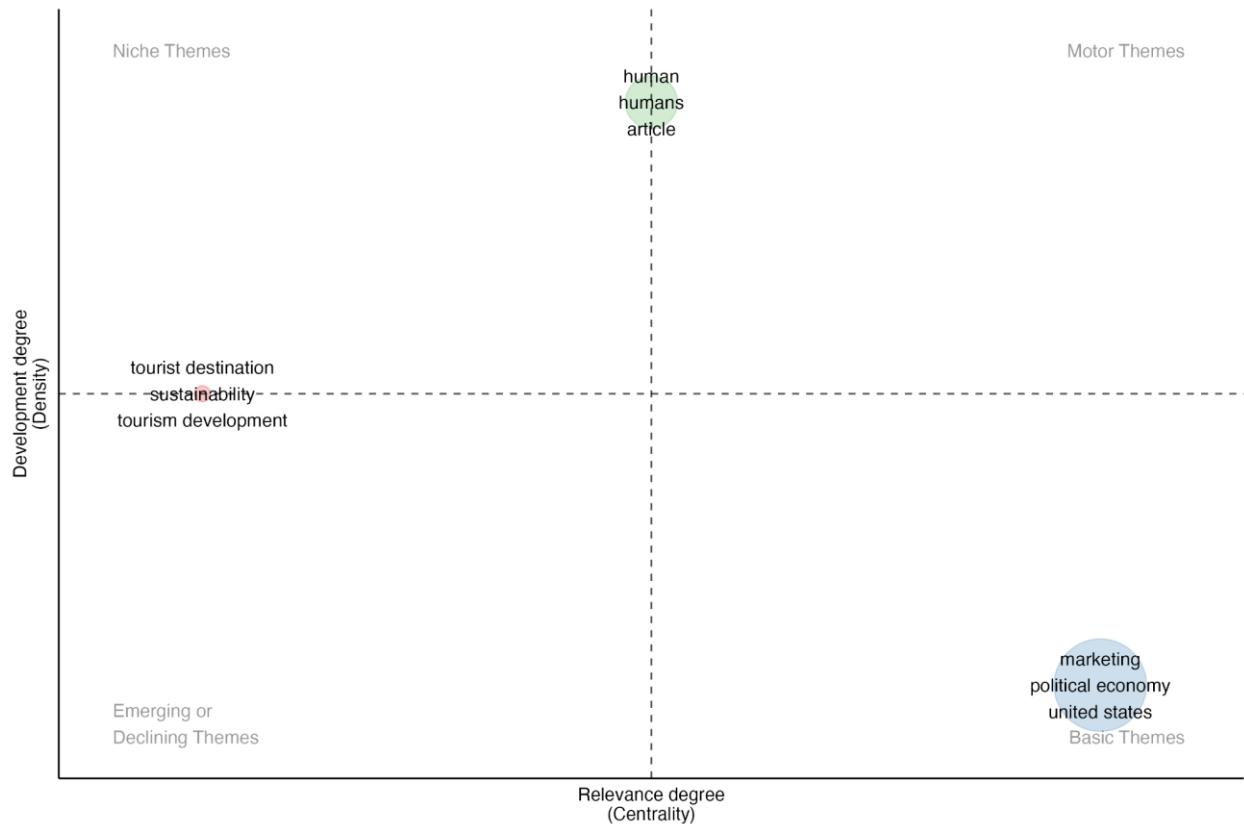


Figure 17: Thematic Map

Source : Bibliometrix

Figure 18 provided is a Multiple Correspondence Analysis (MCA) plot, which is a statistical technique used to analyze categorical data. It displays the relationships between different categories within a dataset.

In this MCA plot, we see several clusters of categories forming distinct patterns. For instance, terms related to tourism, governance, and policy tend to cluster together on the left side of the plot. On the right side, we find terms associated with social media, marketing, and consumption behavior forming another cluster. The central region seems to be occupied by terms related to general societal and economic concepts like education, commerce, and ethics.

The distance between the points on the plot represents the degree of association between the categories. Categories that are closer together are more strongly associated with each other. For example, "tourism" and "governance approach" are closer together than "tourism" and "social media," suggesting a stronger relationship between the former pair. Overall, this MCA plot provides a visual representation of the relationships between different categories within the dataset. It helps us understand how these categories are associated with each other and identify potential clusters or groups of related concepts.

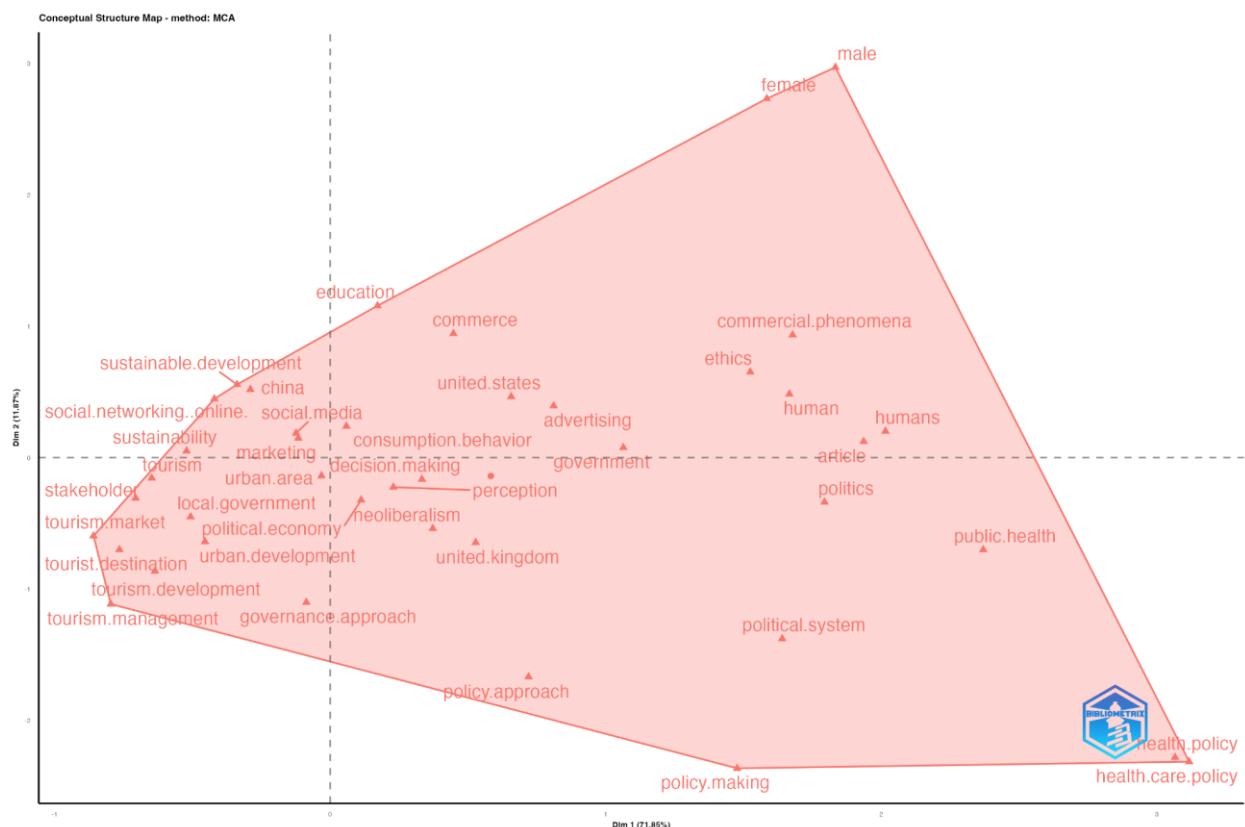


Figure 18: Factorial Map

Source : Bibliometrix

Figure 19 represents the hierarchical relationship between data points. In this dendrogram, each vertical line represents a cluster, and the horizontal lines connect clusters that have been merged at a specific distance threshold. The height of the horizontal lines indicates the distance between the clusters being merged.

The dendrogram suggests that the data points can be grouped into several clusters. The clusters at the bottom of the dendrogram are more closely related, while those at the top are more distant. The length of the vertical lines within each cluster indicates the similarity between the data points within that cluster. Based on this dendrogram; we can identify potential groupings of data points and the level of similarity between them. However, the specific interpretation of the dendrogram depends on the nature of the data and the clustering algorithm used to generate it.

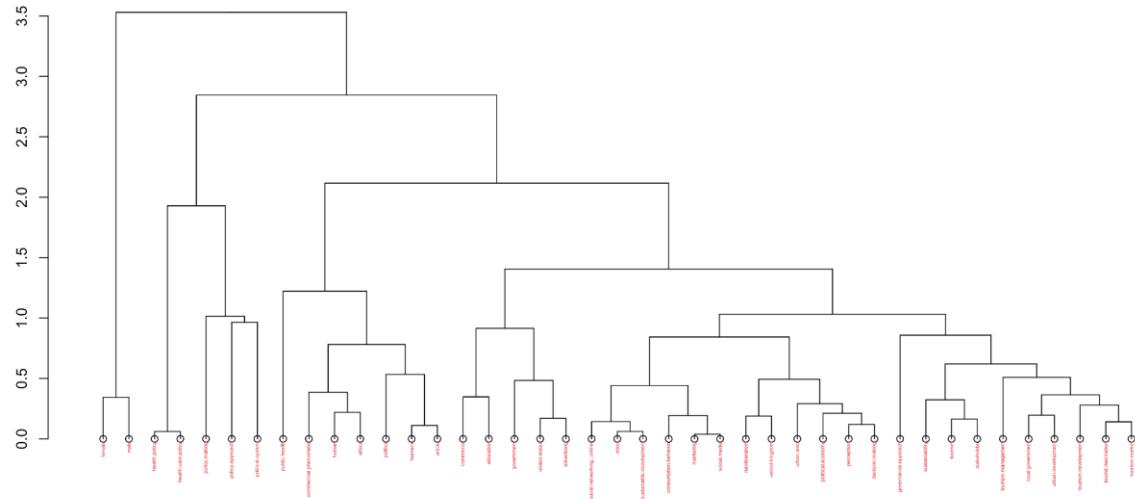


Figure 19: Dendrogram

Source : Bibliometrix

The visualization depicts a network diagram, representing the co-authorship relationships between different authors. Each node represents an author, and the edges connecting the nodes indicate co-authorship relationships.

From the visualization, we can observe that "Kotler P" is the most central node, having connections with multiple other authors. This suggests that "Kotler P" has collaborated with a wider range of authors compared to others in the network. The nodes "Newman BL" and "O'Shaughnessy N" also appear to be well-connected, indicating their active collaboration with other authors.

The visualization also reveals smaller clusters of authors who are more closely connected to each other, such as "Lees-Marshment J" and "Ormrod RP." These clusters may represent research groups or teams with focused collaboration.

Overall, the network diagram provides a visual representation of the collaborative relationships between authors, highlighting the central figures and the clusters of co-authorship. It allows us to understand the structure and dynamics of the research community represented in the data.

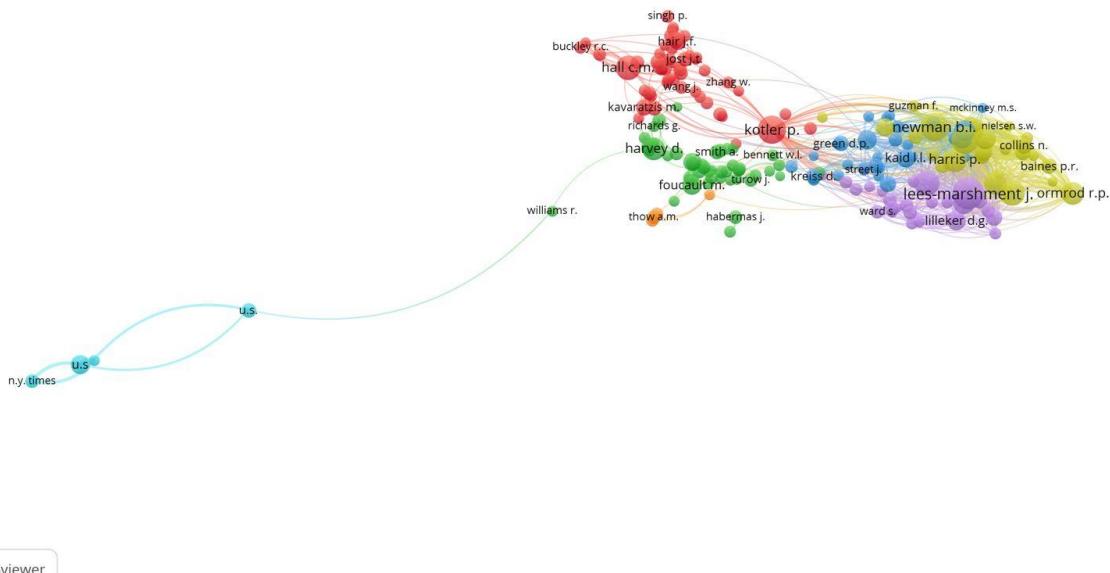


Figure 20: Co Citation Network (Cited Authors)

Source : VOSviewer

The visualization generated by VOSviewer represents a co-citation network of references within the dataset on Political Marketing (2014–2024). Each node in the network corresponds to a cited reference, and the size of the node indicates the frequency of its citations within the analyzed documents. Nodes are grouped into clusters, which highlight thematic areas of focus in the field based on citation relationships. Strongly connected nodes suggest shared references among multiple publications, indicating intellectual linkages or common research topics.

For example, central nodes like "Scammell M., Political Marketing" and "Cwalina W., Falkowski A., Newman B." represent foundational works that are frequently cited across publications. These studies likely explore core concepts such as voter behavior, political branding, and campaign strategies. Peripheral nodes like "Sanchez C., Instagram (2021)" suggest emerging or niche topics, such as the role of social media in political marketing, highlighting the growing importance of digital platforms. Furthermore, the dense clustering in the center reflects the concentration of interrelated research themes, such as political communication and mediatization.

The visualization also reveals the influence of methodological references, with nodes like "Hair J.F., Black W.C., Babin B." (methodological texts on multivariate analysis) and "Fornell C., Larcker D.F." (structural equation modeling) indicating the methodological rigor employed in Political Marketing studies. The connections between these methodological works and topical studies underline the interdisciplinary nature of this field.

Overall, this co-citation analysis demonstrates that Political Marketing research is anchored in both classical marketing theories and contemporary discussions on digital transformation. It also reveals

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gaps and opportunities for further exploration, particularly in underrepresented areas such as ethical considerations and regional analysis.

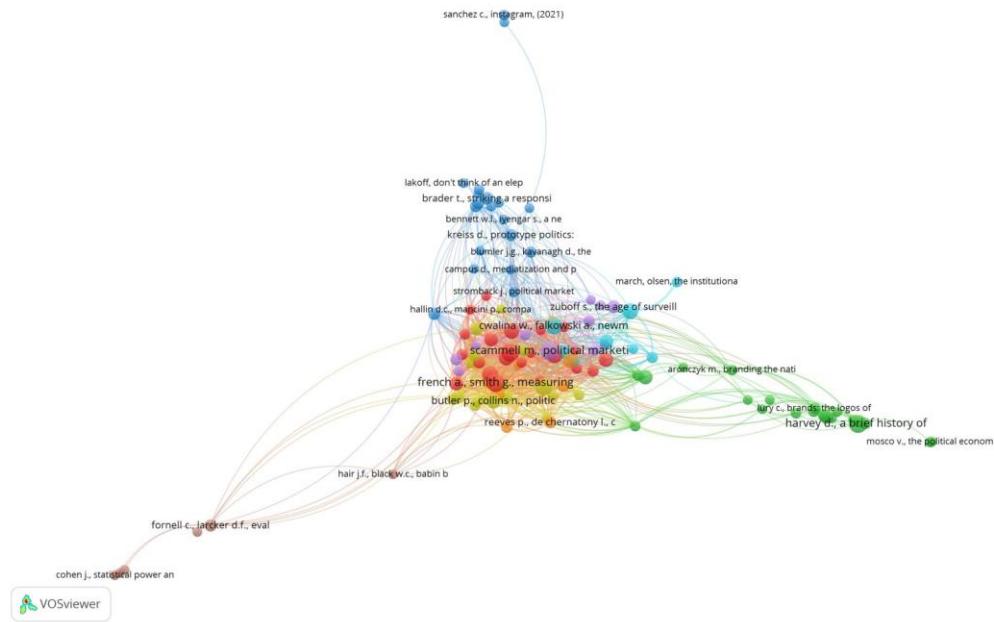


Figure 21: Co Citation Network (References)

Source : VOSviewer

The visualization displays a country collaboration map, displaying the connections between different countries based on research collaborations. The size of the countries is likely proportional to their research output or involvement in collaborations. The lines connecting the countries represent the frequency or strength of collaborations between them.

From the visualization, we can observe that the United States has the most extensive network of collaborations, with connections to numerous countries across the globe. This suggests that the United States is a major hub for international research collaboration. Countries in Europe, such as the UK and Germany, also appear to have significant collaboration networks, with connections to various countries, including the US and other European nations. The visualization reveals some regional clusters of collaboration. For example, there are strong connections between countries in North America, Europe, and Australia. This indicates that researchers in these regions tend to collaborate more frequently with each other compared to researchers from other regions.

The country collaboration map provides a visual representation of the global research landscape, highlighting the major players and the patterns of collaboration between different countries. It helps us understand the interconnectedness of the research community and identify potential areas for future collaboration.

Country Collaboration Map

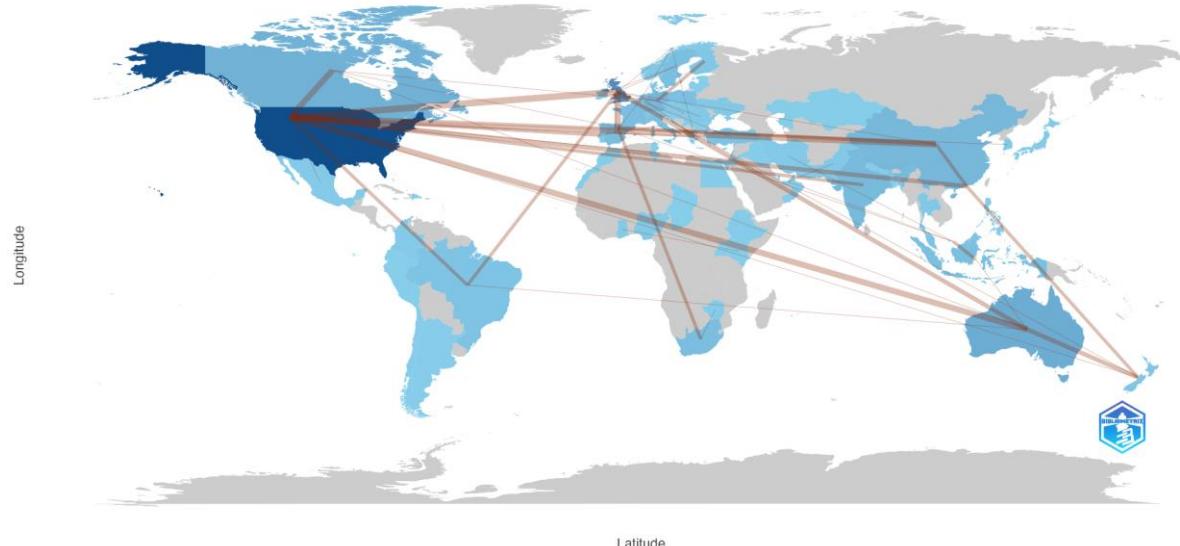


Figure 22: Country Collaboration Map

Source : Bibliometrix

Critical Analysis and Implications

The bibliometric analysis highlights the fragmented yet growing body of research in political marketing, demonstrating its multidisciplinary nature. Key contributors and themes reveal a focus on traditional marketing strategies, yet the integration of digital technologies and AI-driven campaigns remains underexplored. The collaboration networks, while substantial, show a lack of cross-regional and interdisciplinary efforts, indicating a need for more globally inclusive research. Additionally, the field's dependency on Western political systems for case studies limits its global applicability, marginalizing diverse political contexts and models.

The findings of this study have significant implications for both academia and practice. For academics, the analysis provides a roadmap for identifying influential works, key journals, and emerging areas for future research. Practitioners, including political consultants and campaign managers, can leverage insights from this analysis to design more effective, data-driven marketing strategies. By understanding past and current trends, stakeholders can better navigate challenges in political communication, voter targeting, and campaign strategy design.

Conclusion & Discussion

This bibliometric analysis underscores the dynamic yet underdeveloped nature of political marketing research. While the field has seen significant growth, it remains geographically and thematically skewed, with an overemphasis on Western practices and traditional methods. The analysis serves as a foundation for advancing knowledge, encouraging researchers to adopt more inclusive, interdisciplinary, and technology-focused approaches. By bridging existing gaps, future research can enhance the practical relevance and theoretical robustness of political marketing.

This study has several limitations that should be considered. First, the research relies on data extracted from specific bibliographic databases, known as Scopus. While these are widely used and reputable sources, they may not capture all relevant studies, especially those published in other databases or regional journals. As a result, some valuable insights might have been missed. Second, the analysis

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focuses only on publications from a defined time period, which could mean earlier foundational works in political marketing were overlooked. This temporal limitation may affect the understanding of the field's historical evolution. Third, variations in terminology used across different studies might have led to the exclusion of relevant articles. Differences in how authors describe similar concepts can impact the comprehensiveness of the dataset. Lastly, bibliometric tools primarily provide quantitative insights, such as citation counts and network relationships. While these are useful, they often lack the contextual depth needed to interpret the significance or implications of the findings fully. This means some results may require subjective analysis to be properly understood.

Future Research Scope

Future research in political marketing can focus on addressing regional and contextual gaps by exploring underrepresented regions such as Africa, Asia, and South America. These regions offer diverse political systems, voter behaviors, and cultural nuances that can enrich global understanding. Researchers could also investigate the role of grassroots political marketing in non-Western democracies, studying how local cultural and economic factors influence campaign strategies and voter engagement. By incorporating these perspectives, future studies can enhance the global relevance of political marketing theories.

Additionally, the rapid integration of digital tools, big data, and artificial intelligence into political campaigns opens new avenues for research. Topics such as the ethical use of data-driven techniques, the role of micro targeting in influencing voter behavior, and the impact of misinformation on political outcomes merit further exploration. Longitudinal studies on evolving digital marketing strategies across multiple election cycles can provide deeper insights into their effectiveness and adaptability. These research directions will help expand the theoretical and practical applications of political marketing.

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